



commit to safe health care
PATIENT SAFETY AWARENESS WEEK

March 6–12, 2011

Sponsored by the
 National Patient Safety Foundation*
www.npsf.org

USING YOUR TOOLKIT: SUGGESTIONS FOR ACTIVITIES AND IMPLEMENTATION

To assist in the planning and celebration of Patient Safety Awareness Week NPSF has prepared a suggested list of activities to help get your staff, patients and families and community involved, informed and invested in the healthcare process.

INCREASE PATIENT SAFETY AWARENESS IN YOUR ORGANIZATION

You can increase patient safety awareness in your organization and celebrate your commitment to delivering safe care:

Involve your staff:

- Organize a staff meeting where staff can share patient safety stories and/or publish these stories on your intranet once a day during Patient Safety Awareness Week.
- Show the new NPSF Patient Safety Awareness Week [video](#) at a staff meeting. Send out the video link to all staff in an email and encourage them to pass it along to others.
- Identify and recognize your patient safety champions by giving them an NPSF Patient Safety Champion button. You can buy these buttons in our [NPSF Store](#). Key characteristics of a patient safety champion are: passion about patient safety, being a cheerleader for improving safety, and demonstrating leadership for implementing patient safety initiatives.
- Start award programs and incentives in your organization for embedding patient safety practices.
- Conduct a survey with staff about your organization's culture of safety. Use AHRQ's culture of safety survey or Sexton's Safety Attitudes Questionnaire to conduct the survey.
 1. [Hospital Culture of Safety Survey](#)
 2. [Medical Office Culture of Safety Survey](#)
 3. [Safety Attitudes Questionnaire](#)
- Take the [HCAHPS](#) hospital survey. Plan to revisit the results with your staff.
- Update your computer screen savers to the Patient Safety Awareness Week logo. You can find several versions of the logo in the **Customizable Templates** folder on the CD-ROM that came with your toolkit.
- Distribute the "CEO letter to staff" announcing your organization's involvement in Patient Safety Awareness Week. You can find a template for this in the **Customizable Templates** folder on the CD-ROM that came with your toolkit.
- Host a patient safety fair during Patient Safety Awareness Week. Plan fun and educational games and activities for staff to play, such as Patient Safety Jeopardy, Safety Land (like Candy Land) and Patient Safety Squares (like the game show Hollywood Squares). For more ideas about planning patient safety games check out the Ready, Set, Patient Safety [book](#) and this [article](#) from Accreditation Connection.
- Distribute the Ask Me 3 document for healthcare providers that can assist them in answering the Ask Me 3 questions from patients: *Good Questions for Understanding Your Care When You Go Home*. You can find a copy of this in the **Patient and Provider Engagement Tools** folder on the CD-ROM that came with your toolkit.

INform your staff:

- Record podcasts from leadership to staff about the importance of patient safety and how the organization is working towards improving patient care.
- Hold educational sessions about patient safety. Invite all members of the staff to participate.
 1. Play the Patient Safety 101 webcast recording for staff during Patient Safety Awareness Week. Share the PowerPoint slides that go with it. You can find these in the **Patient Safety 101** folder on the CD-ROM that came with your toolkit.
 2. Debrief with staff after the webcast.
 3. Host a lunch-and-learn session with your staff. Use the Readmission informational slides in the **Patient and Provider Engagement Tools** folder on the CD-ROM that came with your toolkit.
 4. Show educational patient safety films such as the Lewis Blackman and Michael Slonik story from [Transparent Learning](#) and the Josie King [video](#).
- Distribute the “Are You In? Commit to Safe Health Care” one-page flyer for providers. Place these in the staff lounge or pass them out during a staff meeting. You can find this one-pager in the **Patient and Provider Engagement Tools** folder on the CD-ROM that came with your toolkit.
- Invite a patient/family speaker to speak about a healthcare experience they had at your organization.
- Distribute the sample brochure from CultúraLink: *Culturally Competent Care: Eliciting the Patient Perspective* to your staff. You can find this in the **Patient and Provider Engagement Tools** folder on the CD-ROM that came with your toolkit.
 1. Discuss the Kleinman questions from the brochure with other staff.
 2. Review the resources from the list to learn more about other cultural competency tools.
 3. Review the Joint Commission paper: *Advancing Effective Communication, Cultural Competence, and Patient- and Family-Centered Care: A Roadmap for Hospitals*. You can find a copy of this paper in the **Patient and Provider Engagement Tools** folder on the CD-ROM that came with your toolkit.
- Learn about the [AMA’s Ethical Force Program®](#) and take the 360-degree organizational assessment to assist your organization in meeting the needs of a diverse patient population.
- Review your [HCAHPS](#) scores to understand the results.
 1. Create an action plan for how you are going to improve those scores.
 2. Revisit your organization’s strategic plan and mission to reengage your staff, from the front lines to the C-suite, about the importance of HCAHPS scores.

PARTNER WITH PATIENTS AND FAMILIES

You can celebrate and share your commitment to patient safety through partnering with the patients and the families in your community:

Involve your patients:

- Hold an open house, brown bag lunch, or round table discussion for patients and families and educate them about their role in reducing readmissions. Begin with a keynote from your CEO.
- Introduce departments and services within your hospital to the patient and family population (such as ethics committees, social work, ombudsman programs, etc.).
- Hold an open house for civic groups and local residents to meet the staff, visit emergency rooms and see your facility BEFORE they need it.
- Distribute the NPSF *Personal Medical Journal* to patients who are admitted to the hospital or at a doctor's office visit. Encourage them to keep track of their health information and write down any thoughts, questions or concerns. If you need more journals you can purchase them at the [NPSF Store](#).
- Offer a suggestion box for patients and families and encourage them to share suggestions for improvement.
- Provide a journal or message board for patients to write down their stories and/or concerns. Compile these and review them with staff during a staff meeting. Discuss solutions which can be implemented to overcome any concerns raised by patients and families.
- Test patients' medical knowledge by passing out the "Common Medical Terms" crossword puzzle found in the **Patient and Provider Engagement Tools** folder on the CD-ROM that came with your toolkit. This crossword will reinforce the information in the "Are You In?" patient brochure.
- Establish a Patient and Family Advisory Council. To learn how to start one:
 1. Review the [Guide for Developing a Community-Based Patient Safety Advisory Council](#) and the [Advancing the Practice of Patient- and Family-Centered Care: How to Get Started...](#)
 2. If your organization already has a Patient and Family Council and would like additional tools and resources you can download those for free from the [Institute for Patient and Family Centered Care](#).
 3. Participate in the March 2011 *Patient Engagement* Webcast. Visit www.npsf.org/learningseries to learn more.

Inform your patients:

- Distribute Ask Me 3™ brochures and other educational pamphlets that came with your toolkit. You can find Ask Me 3 brochures in your toolkit along with a special derivative of Ask Me 3 – *Good Questions for Understanding Your Care When You Go Home* in the **Patient and Provider Engagement Tools** folder on the CD-ROM that came with your toolkit.
- Distribute the NPSF *Are You Playing it Safe?* medication safety tips & wallet card and invite patients to fill it out and bring their medications for review by a pharmacist. Hard copies of this patient tool came with your toolkit.
- Empower patients by providing them with information on what they can do if they experience an error. You can do this by teaching them about SBAR and how to use it to communicate in the event of an error.
- Distribute the "Are You In?" patient brochure. Encourage patients to answer the questions inside the pamphlet and to discuss the answers with their healthcare provider.
- Distribute the "*I Speak*" *Language Identification Cards* in patient waiting rooms, cafeterias, and other high-traffic patient locations. These cards are used to help identify the language of a non-English speaker. It uses short phrases written in over 30 languages that a user can check to indicate the language they speak.

REACH OUT TO YOUR COMMUNITY

You can celebrate your participation during PSAW in partnership with the local media to educate the community about your commitment to patient safety by:

INvest in your community:

- Tape a radio or TV show at your local station about how patient involvement imperative to safe care (e.g. such as reducing readmissions).
- Sponsor a resolution to declare March 6-12, 2011 National Patient Safety Awareness Week.
- Include and distribute a reminder about Patient Safety Awareness Week and the NPSF *Are You Playing It Safe?* medication safety tips with medical bills and paychecks.
- Announce via press release organizational activities in support of Patient Safety Awareness Week. You can find a template for a press release in the **Customizable Templates** folder on the CD-ROM that came with your toolkit.
- Create public service announcements about communication, dialogue and partnering between patients and healthcare providers. (To help get the message out, enlist major local radio and TV stations, along with university and local community print media to provide in-kind support).
- Submit editorials, first-person stories, and op-ed pieces for local papers and newsletters.
- Create a Facebook account for your organization. Invite patients and families to join the group and share stories about their experiences. Update the page frequently with important information for patients and families.
- Use your volunteers, civic groups and community groups to help pass out literature, write editorials and post signs and posters throughout the community regarding your organizations commitment to patient safety and participating during PSAW.
- Distribute patient safety materials, such as the *Are You In?* and the *Ask Me 3™* brochures, in high-schools and other local community facilities educating them how to be an informed and involved patients.